



CIRCULATION

- >> **100,000** Monthly Circulation
- >> **1.2 Million** Annual Circulation
- >> **Audited by ABC**

Source: June 2006 Audit Bureau of Circulations Statement

READERSHIP

- >> **460,000** Monthly
- >> **5.5 Million** Annually

Source: 2004 Where Magazine Reader Profile Study, MRI (Mediamark Research Inc.) Custom Division



DISTRIBUTION

- >> **At Most Leading Hotels, Casinos, Concierge Desks, Bell Desks and Upscale Retailers**, including Wynn Resort, Venetian, Forum Shops, Grand Canal Shops, Four Seasons, and many more!

EDITORIAL ENVIRONMENT

- >> **Comprehensive** features and detailed information on dining, shopping and attractions for the Las Vegas visitor
- >> **Publishing** in Las Vegas since 1999



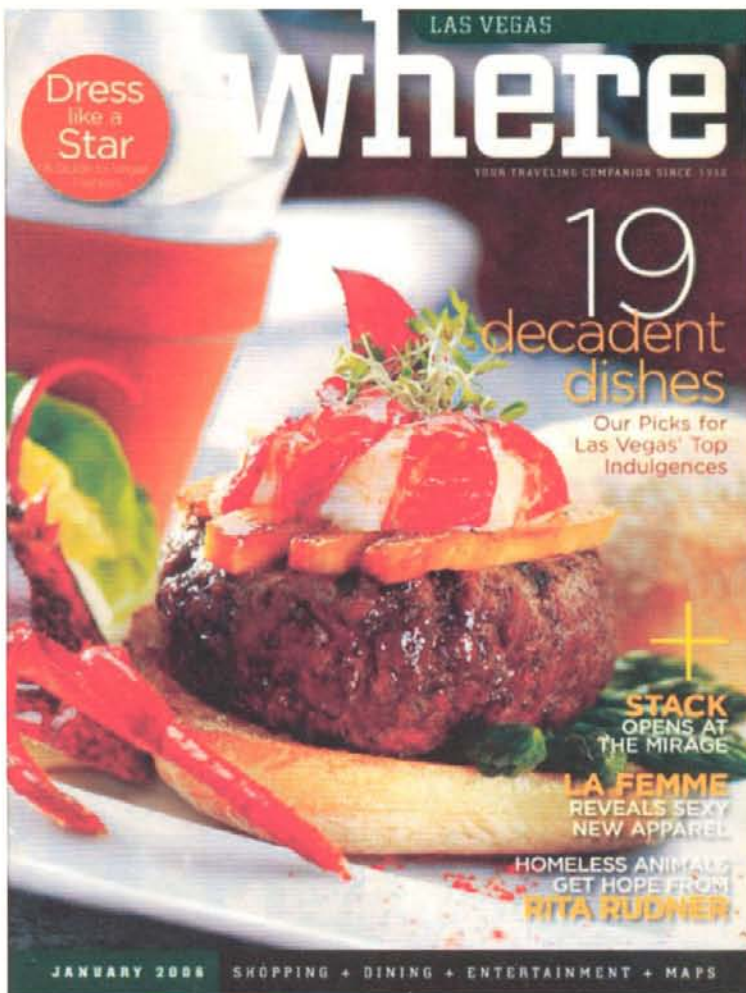
NETWORK

- >> **43** cities worldwide
- >> **9** countries

DINING

WHERE READERS DINE, DINE, DINE

Every month, **where** Las Vegas provides visitors with a comprehensive guide to dining, dishing out detailed information on Las Vegas' restaurant scene. With extensive listings, news and tips on Vegas classics and trendy favorites, visitors turn to **where** before making their dining decisions.



"Fine dining is more dependent on tourism and business travel than any other segment."

— Hudson Riehle, Senior V.P. Research, National Restaurant Association

where Las Vegas Monthly Reader Profile

- >> 81% of readers patronize full-service restaurants
- >> **where** Las Vegas readers spend \$141 million per month dining – that's \$4,714,080 per day
- >> At least 386,400 readers dine in a restaurant and with average party sizes of at least 2.6 persons, and account for more than 1 million restaurant customers a month
- >> **where** is the dominant source for restaurant selection with 57% of readers using **where** to make their dining decisions
- >> 61% of readers find the advertisements useful

Source: 2004 where Magazine Reader Profile Study, MRI (Mediamark Research Inc), Custom Division + June 2005 Audit Bureau of Circulations Statement



Restaurant Industry Profile

- >> Visitors in the U.S. spend more money dining than on any other trip aspect, including lodging, shopping and transportation
- >> Travelers account for roughly half of the sales at sit-down restaurants with average bills of \$25 or more

Source: Tourism Works for America, 2004, 13th Annual Edition, Travel Industry Association of America

SIZZLE IN SALES BY ADVERTISING WITH WHERE LAS VEGAS TODAY!

where
MAGAZINE

101 Convention Center Drive · Suite 600 · Las Vegas · Nevada · 89109 · Tel: 702-731-4740 · Fax: 702-731-4718 · wheremagazine.com

SHOPPING + RETAIL

WHERE READERS
BUY, BUY, BUY

Whether shopping for jewelry, apparel, luggage or antiques, **where** Las Vegas is the ultimate guide to shopping. From luxurious shops lining the Strip to trendy malls off the Strip, visitors exploring the city can purchase items they might not find or have time to buy at home.

With detailed information about "everything retail", travelers frequently turn to **where** before making their shopping decisions. Visitors rank Las Vegas as the #2 city for shopping,* and **where** readers are above-average consumers.

*Source: Harrisinteractive Orbitz Poll, 11/04

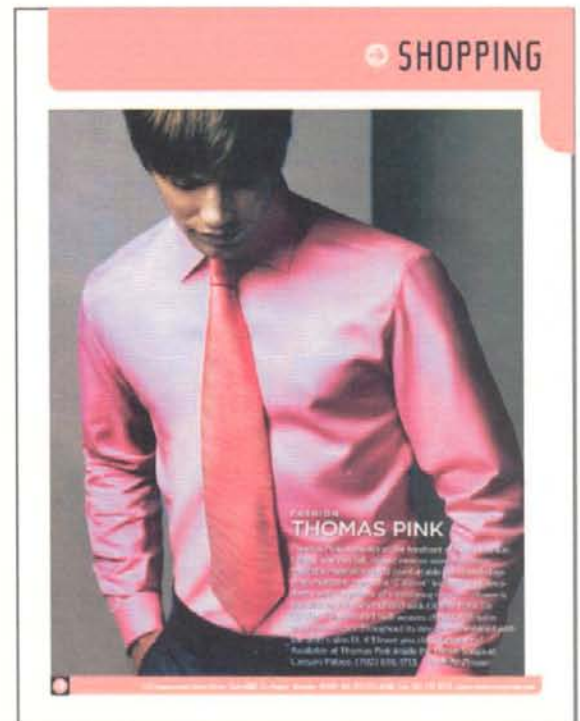
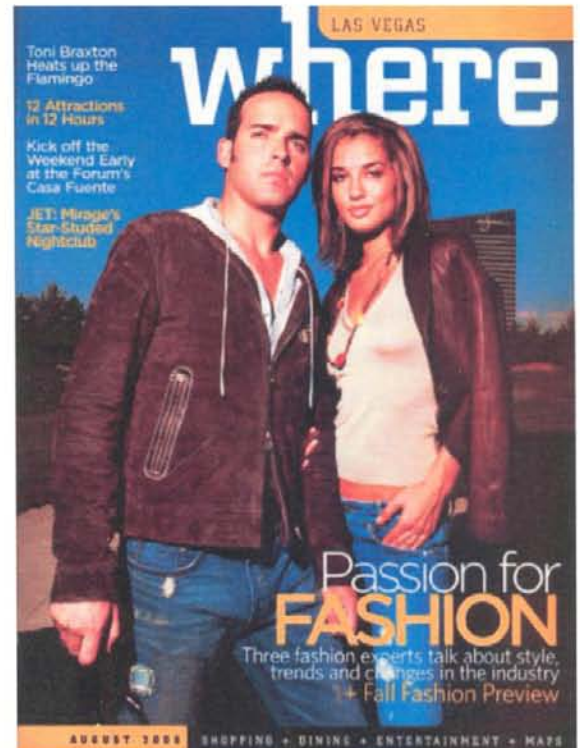
where Las Vegas Monthly Reader Profile

- >> Every month 345,000 **where** readers shop while visiting Las Vegas
- >> **where** Las Vegas readers spend \$171 million per month on retail - that's \$5,727,000 per day
- >> For 172,500 readers, their purchases are an impulse buy
- >> 44% of readers have more time to shop while travelling and 33% are able to purchase items not available at home
- >> 279,450 readers a month spend more money while travelling
- >> 69% of readers buy based on quality, not price
- >> 158,700 readers purchase more luxury and high-end items while travelling
- >> 61% of **where** readers find the advertisements useful

Source: 2004 where Magazine Reader Profile Study, MRI (Mediamark Research Inc), Custom Division + June 2005 Audit Bureau of Circulations Statement

**SHOPPING IS THE TOP RECREATIONAL
ACTIVITY FOR TRAVELERS TO AND
WITHIN THE UNITED STATES.**

**DRIVE SALES AND INCREASE PROFITS BY
ADVERTISING WITH WHERE LAS VEGAS TODAY!**

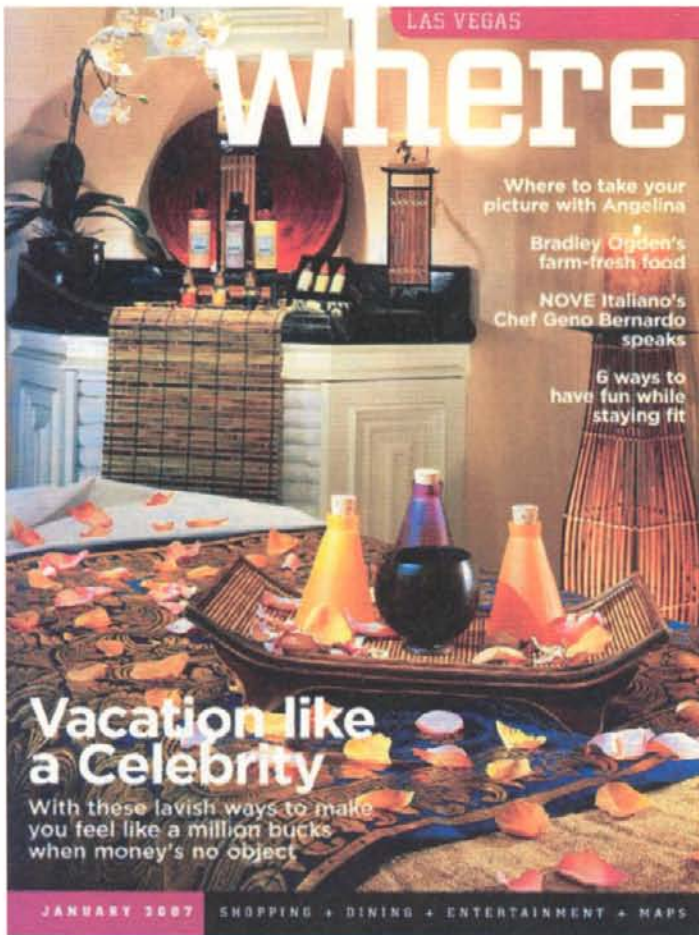


where
MAGAZINE

101 Convention Center Drive - Suite 680 - Las Vegas - Nevada - 89109 - Tel: 702-731-4748 - Fax: 702-731-4718 - wheremagazine.com

SPAS & SALONS

WHERE READERS PAMPER THEMSELVES



The number of spa visits and destination spa vacations are on the rise, and 43% of spa clientele are new customers.* By advertising with **where** Las Vegas, you can reach these travelers right when they are feeling indulgent.

where Las Vegas Monthly Visitor Profile**

- >> 73,600 **where** Las Vegas readers visit spas and salons every month
- >> Every month, there are 46,000 **where** Las Vegas readers planning to take a spa vacation in the next 12 months
- >> **where** Las Vegas readers visit Las Vegas 4.7 times per year

On average, customers spend more than \$900 a year on spa services, and visit the following spa categories 1 to 5 times a year:***

- >> Day Spa 57%
- >> Resort / Hotel Spa 57%
- >> Salon 38%
- >> Destination Spa 22%
- >> Club Spa 21%

Source: *2004 Tourism Works for America, 13th Edition, Travel Industry Association of America

2004 **where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division and June 2005 Audit Bureau of Circulations Statement

***Coyle Hospitality Group, July 2005



**BE A PART OF THE
VISITOR EXPERIENCE.**



**ADVERTISE WITH
WHERE LAS VEGAS TODAY.**



Las Vegas offers visitors zillions of entertainment options. Whether traveling on business or just for fun, each and every visitor wants to be entertained and they turn to **where** Las Vegas to make their choices.

With comprehensive features and detailed listings on Las Vegas's hottest acts, shows and clubs, **where** is the ultimate source for finding all the fun in town.

where Las Vegas Monthly Visitor Profile**

- >> 61% of **where** Las Vegas readers find the advertisements useful
- >> Every month:
 - 142,600 readers attend the theater
 - 115,600 readers go to nightclubs
 - 55,200 readers frequent comedy clubs

Source: 2004 where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division and June 2004 Audit Bureau of Circulations Statement



Visitors Give Las Vegas Entertainment A Standing Ovation

- >> 68% of visitors attended shows during their stay
- >> More than 8 in 10 (83%) visitors who saw a show in Las Vegas went to a lounge act
- >> Attendance at comedy shows keeps growing every year

Source: Las Vegas Convention & Visitors Authority, Las Vegas Visitor Profile 2005

ENTERTAIN VISITORS NIGHT AFTER NIGHT BY ADVERTISING IN WHERE!

TASTE OF THE CITY

SPECIAL ADVERTISING SECTION



where Las Vegas' Taste of the City is a monthly advertising section designed to provide advertisers with an exclusive opportunity to market their restaurants.

The format of the section, which includes a four-color photo and full venue description, maximizes a restaurant's advertising message in both reach and value. As a staple item in **where**, this section is easily familiar to both readers and hotel concierge.

where readers know the art of dining and **where** Las Vegas determines where they dine.

TASTE OF THE CITY

Eiffel Tower
 Located in the heart of the Strip, the Eiffel Tower is a must-see attraction. The tower is illuminated at night and offers a panoramic view of the city. The surrounding area is filled with shops and restaurants, making it a popular destination for tourists and locals alike.

Oyster Bay Seafood & Wine Bar
 Oyster Bay Seafood & Wine Bar is a waterfront dining destination. The restaurant features a large outdoor patio with a view of the water. The menu is focused on fresh seafood and wine, with a variety of options to suit every palate.

Lavry's The Prime Rib
 Lavry's The Prime Rib is a classic steakhouse. The restaurant is known for its prime rib, which is served with a variety of sides. The atmosphere is warm and inviting, with a focus on excellent service and quality ingredients.

TASTE OF THE CITY

Landry's Seafood House
 Landry's Seafood House is a seafood restaurant. The restaurant features a large outdoor patio with a view of the water. The menu is focused on fresh seafood and wine, with a variety of options to suit every palate.

Bouchon
 Bouchon is a French bistro. The restaurant features a classic French menu with a focus on quality ingredients and excellent service. The atmosphere is warm and inviting, with a focus on excellent service and quality ingredients.

Trevi
 Trevi is an Italian restaurant. The restaurant features a classic Italian menu with a focus on quality ingredients and excellent service. The atmosphere is warm and inviting, with a focus on excellent service and quality ingredients.

where Las Vegas Monthly Reader Profile

- >> 81% of readers patronize full-service restaurants
- >> **where** Las Vegas readers spend \$141 million per month dining—that's \$4,714,080 per day
- >> At least 386,400 readers dine in a restaurant and with average party sizes of at least 2.6 persons, account for more than 1 million restaurant customers a month
- >> **where** is the dominant source for restaurant selection, with 57% of readers using **where** to make their dining decisions
- >> 61% of readers find the advertisements useful

Source: 2004 Where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division + June 2004 Audit Bureau of Circulations Statement

Production Specs

75 words or less in printed format, as an e-mail or a CD. Image must be 4" x 6" or smaller in EPS or TIFF format, 300 DPI. If a provided image needs to be scanned, a 35mm or continuous tone photograph is required. No printed images accepted. Text can be e-mailed to jeff.young@morris.com

2007 TASTE OF THE CITY ADVERTISING RATES*

	6X	12X
1/3 Page, 4-Color	\$900	\$750

*Ads must run a minimum of three consecutive months; rates are net, include initial ad production and are billed monthly.


REACH VISITORS STAYING AT LAS VEGAS' FINEST HOTELS AND MAXIMIZE YOUR RESTAURANT'S EXPOSURE. ADVERTISE WITH WHERE LAS VEGAS TODAY!


where
MAGAZINE

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THE ART OF GOLF


SPECIAL ADVERTISING SECTION






BALI HAI GOLF CLUB

The only golf resort located right on the Strip, the Bali Hai Golf Club is ripe with lush features: water, 4,000 trees, more than 100,000 plants and white sand surround the course. This par(71) course leaves nothing to chance; every amenity is offered, including on-course food, beverage cart service, extensive course ambassadors to assist with pace of play and, upon request, a forecaddy will accompany each group, attending to the golfer's every need from long drive through work hole and Teebox setting with their assistance following the round. Spend the day golfing, then enjoy an gourmet dinner at C&B Restaurant & Bar located at 5160 Las Vegas Blvd., S., next to Norddaly Bay (889) 427-6678



LAS VEGAS PULTE GOLF RESORT

With not one but three Pulte Dye-designed courses, the Las Vegas Pulte Golf Resort captures the viewer with stunning beauty to the base of the Spring Mountains with long, lush fairways, picturesque backdrops, and extraordinary water features — including a signature island green on the Wolf course. While challenging for all levels, Pulte is a well-seeing place for new golfers to learn about the game — two pristine practice facilities, offer a driving range, putting range and patching chipping area. Located 15 minutes north of Las Vegas, Pulte's climate is eight degrees cooler than courses in the city proper. Golfers are likely to see jackrabbits and other wildlife cross their paths in the tranquil location. (702) 658-1400



TPC AT THE CANYONS

The favorite of golfers on the PGA and LPGA tours, TPC at the Canyons is the only publicly accessible PGA facility in Las Vegas and is cohost to the Las Vegas Invitational. The par(71) course is marked by perfectly manicured greens, expert design and stunning views from its perch at Summerlin. It has been lauded for environmental excellence by none other than Audubon International, which named TPC at the Canyons a "Certified Audubon Cooperative Sanctuary," recognizing the course's commitment to wildlife preservation and the protection of natural resources. 9651 Canyon Run Drive. (704) 256-2500.

where readers are avid golfers. Las Vegas is home to some of the world's best golf courses. Every day, visitors from all over the world specifically visit Las Vegas to play golf on the magnificent courses located throughout the city.

With so many courses to choose from, visitors turn to **where** before hitting the green. Every month, **where** offers the readers comprehensive features and detailed listings on golf courses, tee times, and specialty shops and services.

where Las Vegas Monthly Visitor Profile

- >> Every month 32,000 of our readers play golf*
- >> **where** Las Vegas readers are seven times more likely to play golf than the average visitor**
- >> **where** Las Vegas readers visit Las Vegas 4.7 times per year*
- >> 78% of readers find the listings useful*
- >> 61% of readers find the advertisements useful

Sources: *2004 Where Magazine Reader Profile Study, Mediarmk Research Inc. (MRI), Custom Div. & June 2004 Audit Bureau of Circulations Statement
** Las Vegas Convention & Visitors Authority, 2003 Annual Report

2007 ART OF GOLF ADVERTISING RATES*

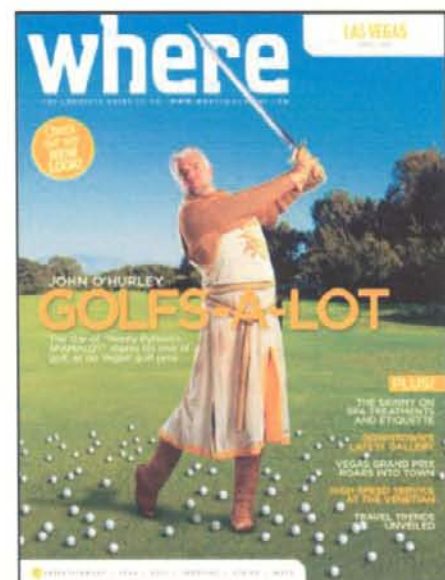
	6X	12X
1/3 Page, 4-Color	\$900	\$750

*Ads must run a minimum of three consecutive months; rates are net, include initial ad production and are billed monthly.

Production Specs

75 words or less in printed format, as an e-mail or a CD. Image must be 4" x 6" or smaller in EPS or TIFF format, 300 DPI. If a provided image needs to be scanned, a 35mm or continuous tone photograph is required. No printed images accepted.

Text can be e-mailed to jeff.young@morris.com



where
MAGAZINE

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2007 EDITORIAL CALENDAR

JENNIFER.PROSSER@MORRIS.COM

Every month, where Las Vegas provides a marketing platform for advertisers to reach affluent visitors who spend more money while traveling. Throughout the year, **where** Magazine offers in-depth features on some of the city's best shopping, dining and culture, giving advertisers additional marketing opportunities to attract potential customers.

JANUARY

AD CLOSE: NOVEMBER 20, 2006

- >> **Status:** Items to make you feel like a high roller
- >> **Fitness:** How to stay healthy on your Vegas vacation

FEBRUARY

AD CLOSE: DECEMBER 20, 2006

- >> **Gift-Giving:** The finest high-end gifts available
- >> **Bon Appetit!** The richest dining indulgences

MARCH

AD CLOSE: JANUARY 22, 2007

- >> **Backstage:** A day in the life of a performer
- >> **Poker:** The total lowdown

APRIL

AD CLOSE: FEBRUARY 21, 2007

- >> **The Ultimate Relaxation:** Spas and Golf

MAY

AD CLOSE: MARCH 21, 2007

- >> **Vegas Around the World:** How the greatest cities are represented here in food, design and culture
- >> **VIP Style:** Bottle Service - A brief history and the best of Las Vegas

JUNE

AD CLOSE: APRIL 23, 2007

- >> **The Celebrity Issue:** Where they stay, where they party, where they eat, where they shop

JULY

AD CLOSE: MAY 23, 2007

- >> **Sexy Vegas:** People and places that put the sin in Sin City

AUGUST

AD CLOSE: JUNE 21, 2007

- >> **Fashion Forward:** Hot heels, fancy flats and everything in between
- >> **Behind the Scenes:** The Venetian's Palazzo and Grand Canal Shoppes

SEPTEMBER

AD CLOSE: JULY 24, 2007

- >> **Editor's Choice:** Our annual roundup of favorite sights and delights

OCTOBER

AD CLOSE: AUGUST 21, 2007

- >> **The Food Issue:** The dish on dining

NOVEMBER

AD CLOSE: SEPTEMBER 20, 2007

- >> **Fashion:** The hot brands and where to find them
- >> **Showtime:** New, unique and outlandish Vegas shows

DECEMBER

AD CLOSE: OCTOBER 22, 2006

- >> **Seasons Greetings:** Holiday Gift Guide
- >> **Auld Lang Syne:** Countdown to the New Year



Monthly Circulation:
100,000

Annual Circulation:
1.2 million

MAJOR RESORTS & CASINOS

Bellagio Resort & Casino
Fitzgerald Hotel (in-room)
Four Seasons Hotel
Golden Nugget Hotel & Casino
Green Valley Ranch
Hard Rock Hotel & Casino
Horseshoe
Imperial Palace
JW Marriott
Las Vegas Hilton
Loews Resort (in-room)
Mandalay Bay (x8)
MGM Grand Hotel & Casino
Palace Station
Palms
Paris Hotel & Casino (x2)
Planet Hollywood (x5)
Platinum Concierge Desk Plaza
Red Rock Casino (x2)
Ritz Carlton
Riviera Hotel & Food Court
South Point Barber Salon
Stratosphere Hotel & Casino (x6)
Terribles Hotel & Casino

Tuscany
Venetian Resort & Casino (x6)
Westin Casuarina (in-room)
Wynn Las Vegas (x2)

EXECUTIVE SUITES & TIMESHARES

Alexis Park (x2) (in-room)
America's Best Value Inn
— In Room
— Lobby
Atrium Hotel
Best Western McCarran Inn
Cancun Resort (in-room)
Carriage House (in-room)
Clarion (in-room)
Cliffs
Comfort Inn - Paradise
Courtyard by Marriott
— North Rainbow
— Industrial
— Paradise
— Green Valley Pkwy
Desert Paradise Resort
Embassy Suites
Emerald Suites North & South
Emerald Suites (3890 Graphic)
Fairfield by Marriott Paradise
Fairfield by Marriott Industrial
Grandview Timeshare
Hacienda Hotel
Hawaiian Market Polo Towers
Hilton Grand Vacation Club
— Karen
— Flamingo
— Las Vegas Blvd.
Holiday Inn Express (x2)
Jockey Club
Knights Inn - Paradise
Marriott Timeshare Properties
— Caesars Forum Shops (x3)
— Grand Chateau (x2) (in-room)
— Hawaiian Marketplace
— Palace Station
— Polo Towers
— Stratosphere (x4)
— Venetian (x4)
Renaissance Hotel

Residence Inn
— Howard Hughes Ctr
— Industrial
— Paradise Rd
Super 8 Ellis Island
— In Room
— Lobby
St. Tropez Suites
Travelodge - Koval

CONVENTION & VISITOR CENTERS

Henderson Convention & Visitor Ctr
LVCVA — Boulder City
LVCVA — Mesquite
LVCVA — Primm
LVCVA — Paradise Road

DOLLAR RENT-A-CAR LOCATIONS

Bellagio
Circus Circus
Excalibur
Hilton
Luxor
Mandalay Bay
MGM Grand
Monte Carlo
New York NY
Sahara
Swenson Street
Treasure Island

ADDITIONAL POINTS OF DISTRIBUTION

Aruba Hotel
Barstow Station (California)
Best Western Mardi Gras Inn
Best Western Nellis Motor Inn
Blue Moon Motel
Bonanza Gift Shop
Brooks Car Rental
Convention Deli
CVS at Las Vegas Blvd. S
Elemis Spa Aladdin
Elite Tours
Express Rent A Car
Foreign Money Exchange
Grand Canyon Experience

Harbough Las Vegas
Hilton Garden Inn
Hawthorne Inns (x2)
Hoover Dam Store
Las Vegas Chamber of Commerce
Las Vegas Tourist Bureau
Las Vegas Tourist Connection
Las Vegas Welcome Center
Mandara Spa Paris
Mandalay Bay
— Sportsbook Deli
— The Coffee Shop
— Orchid Lounge Coffee Shop
— Robert Cromeau's Salon (x2)
— Concierge / Golf Desk
— Dollar Rent-A-Car
— Ice Cream Parlor
Marriott Suites Convention Center
Meridian/Oakwood Apartments
Nannies & Housekeepers
Nellis Airforce Base
Nellis Inn Lodging
Nellis RV Family Camp

Nellis Tickets & Tours
N. Las Vegas Chamber Commerce
Nordstrom Fashion Show Mall
Oasis Destiny RV
Official Tourist Center
Outdoor Resorts
Park Towers
Quality Inn
Resort Magic/Tourist Center
Shelby Auto Museum
Stage Deli at The Forum Shops
Stirling Club at Turnberry Place
Summer Bay
Super Suites
Thousand Trails RV Park
Tournament Player's Club/Canyons
Tournament Player's Club/Summerlin
Travel Lodge
US Rent A Car
Viva Las Vegas
Wells Fargo Tower

RETAIL DISTRIBUTION

Aromi d' Italia
Ca'd'oro at Grand Canal Shops
Chanel at Bellagio
Coldwater Creek at Fashion Show
Ethel's Chocolate Lounge at Fashion Show
Forum Shops at Caesars Palace (x7)
Hawaiian Marketplace Main Walkway
Grand Canal Shops (4x)
Louis Vuitton at Fashion Show Mall
Macy's at Fashion Show Mall
Nieman Marcus at Fashion Show
Pampas Brazilian Grille
Pinot Brasserie at Venetian
Regis Salon at Fashion Show
Rokai Philly Steak Express
Saks 5th Avenue at Fashion Show
Spa Lofts
Tiffany's Boutique at Bellagio

DINE DIRECT

Distribution within major conventions at the Las Vegas Convention Center, Sands/Expo, and Mandalay Bay Convention Center.

ADVERTISING RATE CARD

LAS VEGAS
2007

ADVERTISING RATES

FOUR-COLOR

	1X	2X	6X	12X
Full Page	\$5,670	\$5,390	\$5,100	\$4,540
2/3 Page	\$4,820	\$4,580	\$4,340	\$3,860
1/2 Page	\$3,690	\$3,500	\$3,320	\$2,950
1/3 Page	\$2,550	\$2,420	\$2,300	\$2,040
1/6 Page	\$1,700	\$1,620	\$1,530	\$1,360
1/12 Page	\$400	\$380	\$360	\$320

BLACK + WHITE

Black and white rates available at a 10% discount off four-color rates.

SPECIAL SECTION

	1X	12X
Art of Dining / Art of Golf	\$900	\$750

RATE BASE

Monthly Circulation: 100,000

Monthly Readership: 460,000.

Source: 2004 Where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division + December 2005 Audit Bureau of Circulations Statement

AGENCY COMMISSION

15% to recognized agencies providing camera-ready material, if paid within 30 days of date of invoice. Extra charges on inserts and other production charges not commissionable.

COVERS

2nd-add 25%, 3rd-add 15%, 4th-add 25% four-color only.

INSERTS

Information available upon request.

BLEED

Add 10%.

MARGIN

Add 1/8 inch interior margin for body text to allow for movement.

CREATIVE/PRODUCTION FEE

To purchase an ad created by MVP for MVP publications, the following fees apply: \$250 fractional ads, \$500 full page ads.

FREQUENCY

Rates are based on number of insertions per 12 month period. Any advertiser who does not complete contract schedule is subject to short rate.

CANCELLATIONS

Cancellations must be received in writing prior to the space reservation closing date or they will not be accepted.

SCHEDULE + SPECIFICATIONS

LAS VEGAS
2007

ADVERTISING DEADLINES

ISSUE	AD CLOSE	MATERIALS DUE	ISSUE	AD CLOSE	MATERIALS DUE
January 2007	November 20	November 27	July 2007	May 23	May 30
February 2007	December 20	December 27	August 2007	June 21	June 28
March 2007	January 22	January 29	September 2007	July 24	July 31
April 2007	February 21	February 28	October 2007	August 21	August 28
May 2007	March 21	March 28	November 2007	September 20	September 27
June 2007	April 23	April 30	December 2007	October 22	October 29

STANDARD ADVERTISING MECHANICAL SPECIFICATIONS

1/2 Horiz
7" x 4 7/8"

1/2 Island
4 5/8" x 7 3/8"

1/3 Vert
2 1/4" x 9 7/8"

2/3 Vert
4 5/8" x 9 7/8"

1/3 Sq
4 5/8" x 4 7/8"

1/6 Vert
2 1/4" x 4 7/8"

1/6 Horiz
4 5/8" x 2 3/8"

BLEED SPECIFICATIONS

AD UNITS (WxD)	NON-BLEED	BLEED	TRIM*	SIZES	NOTES
Double Page Spread**	15-1/4" x 10"	16-1/2" x 11-1/8"	16-1/4" x 10-7/8"	1/8 = .125	<p>* Bleed Safety: Keep live matter 1/4" inside the trim size on all four sides.</p> <p>** Add 1/4" on each side of the center line of spine for safety margin.</p> <p>All ads must conform to our specifications. If they do not, we may modify your art to fit.</p>
Full Page	7" x 10"	8-3/8" x 11-1/8"	8-1/18" x 10-7/8"	1/4 = .25	
2/3 Vertical	4-5/8" x 10"	5-1/4" x 11-1/8"	5-1/8" x 10-7/8"	3/8 = .375	
1/2 Island	4-5/8" x 7-3/8"	5-3/8" x 8-1/8"	5-1/8" x 7-7/8"	5/8 = .625	
1/2 Horizontal	7" x 4-7/8"	8-3/8" x 5-3/4"	8-1/8" x 5-1/2"	7/8 = .875	

MECHANICAL REQUIREMENTS

LAS VEGAS
2007

ADVERTISING REQUIREMENTS

General Information

>> The Publisher is not responsible nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date.

>> Publisher assumes no responsibility for errors and omissions resulting from changes. **where** endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client approved final proofs at the blueline stage.

Mechanical Requirements for Digital Ads

>> **where** is produced in accordance with accepted standards for web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.

>> No film will be accepted.

>> Convert type to outlines when using Adobe Illustrator or embed the fonts.

>> Check to make sure all colors used are 4/C process colors (CMYK). No Pantones, RGB, or Lab Color.

>> Ads must be submitted on CD, or via FTP.

>> If running a color ad, color corrected proof with color composition is appreciated.

>> Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing).

where takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided.

>> If running a black and white ad, an accurate b/w laser should be provided.

Production Charges

>> Advertisers will be billed separately for the production of their advertisements.

>> Advertisers will be billed separately for any production work necessary to convert incorrectly supplied ads to correct mechanical requirements.

>> Advertisers supplying the Production Department with film will be charged for the conversion of film to digital files. Contact the Production Department for specifications and proofing requirements.

>> Advertisers will be billed a 15% late fee for ad materials submitted after the deadline.

>> Keep in mind that reproductive quality is determined by the state of the furnished materials. If you have questions about these specifications, please contact the Production Department.

Terms and Conditions

1. The Publisher at all times reserves the right to edit, revise, or reject any ad.

2. The advertiser or advertising agency shall not cancel or amend orders for advertisement after the closing date.

3. The advertiser or advertising agency submitting the advertisement agrees to indemnify and hold harmless the Publisher in respect to cost, damages or other charges falling upon the Publisher as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instruction supplied to the Publisher by the advertiser or advertising agency.

4. The Publisher will use its best endeavors to adhere to any schedule of dates for publication and copy instructions as given by the advertiser or advertising agency, but does not give any warranty or guarantee in respect thereof. The Publisher shall be

under no liability whatsoever for any failure to publish an advertisement or errors in any advertisement published.

5. Advertisement materials must conform to the requirements stated on the Rate Card. Materials needing extra processing will be subject to an extra charge.

6. If the Publisher does not receive an amendment of copy instructions or a new set of materials before the materials deadline, he/she reserves the right to repeat the copy last used.

7. All complaints or claims regarding advertisements published must be made in writing to the Publisher within 15 days following the date of publication. No complaint or claim will be honored if advertising material does not conform to the Publisher's current Mechanical Specifications.

8. The Publisher reserves the right to revise advertising rates upon written notice at any time.

9. The placing of an order for the insertion of an ad shall amount to full acceptance of the above conditions. Any further conditions stipulated on the advertiser's or advertising agency's order form or elsewhere by the advertiser or an advertising agency shall be null and void so far as they are in conflict with the conditions.

10. Ad placement and editorial content is solely at the publisher's and editor's discretion.

11. The word "advertisement" will be placed with copy that in the publisher's opinion resembles editorial matter.

12. Invoices are payable at place of publication within 30 days from the date of the invoice. Cash discounts of 2% of net will apply to accounts paid within 10 days of date of invoice. The publisher reserves the right to charge interest of 2% on overdue accounts.

SHIPPING ADDRESS

where Las Vegas Magazine
Attn: Production Department
21200 Erwin Street
Woodland Hills, California 91367
Tel: 800-275-5885
Fax: 818-716-0160

Before submitting digital files and/or PDF's, please read the requirements on this page.

ADVERTISING SUBMISSION INFORMATION

FTP HOST:

USER ID:

PASSWORD:

E-MAIL (PDF's only and must be under 6 Mb in size):

CONNECTING TO OUR FTP THROUGH A WEB BROWSER IS NOT POSSIBLE.

You must use a FTP program such as Fetch, WS_FTP, or Filezilla. You will only be able to upload, not download. When placing the file, please open the folder corresponding to the city you need. Ads should go in the folder "Las Vegas" and then placed in "Where".

where
MAGAZINE

101 Convention Center Drive · Suite 680 · Las Vegas · Nevada · 89109 · Tel: 702-731-4748 · Fax: 702-731-4718 · wheremagazine.com

Dine Direct

NEW BUSINESS WITH WHERE MAGAZINE



where Las Vegas is pleased to announce a partnership with *Dine Direct*. This joint venture affords **where** Magazine an exclusive opportunity for distribution at *Dine Direct* locations, including the Las Vegas Convention Center, the Mandalay Bay Events Center and the Sands Expo Center. *Dine Direct* is a complimentary concierge that provides service, in advance and onsite at trade shows and conferences.

Dine Direct is the sole provider of restaurant reservations to numerous trade shows and exhibitions throughout Las Vegas. Although *Dine Direct* is a permanent tenant of the Las Vegas Convention Center, they hold direct contracts with show management at all the major convention centers to provide complimentary pre-show and onsite assistance to their exhibitors and attendees.

Through this new partnership and additional distribution points, this means even more visibility for your advertising message. Every month, **where** Las Vegas provides more than 460,000 visitors with the essential information they need on the best places to dine, shop or see a show.

where Magazine and *Dine Direct* are present at conventions such as:

- CES
- ICSC
- MAGIC Marketplace
- NAB
- NATPE
- PGA
- SEMA
- Vision Expo
- World of Concrete

→ ... and more!

UTILIZE WHERE MAGAZINE'S PARTNERSHIP WITH DINE DIRECT AND CAPITALIZE ON THE LAS VEGAS CONVENTION MARKET!

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